



# ORGANIZATIONAL DATA AND INSIGHTS



Whitepaper

Your organization needs insights that allow you to make smarter decisions

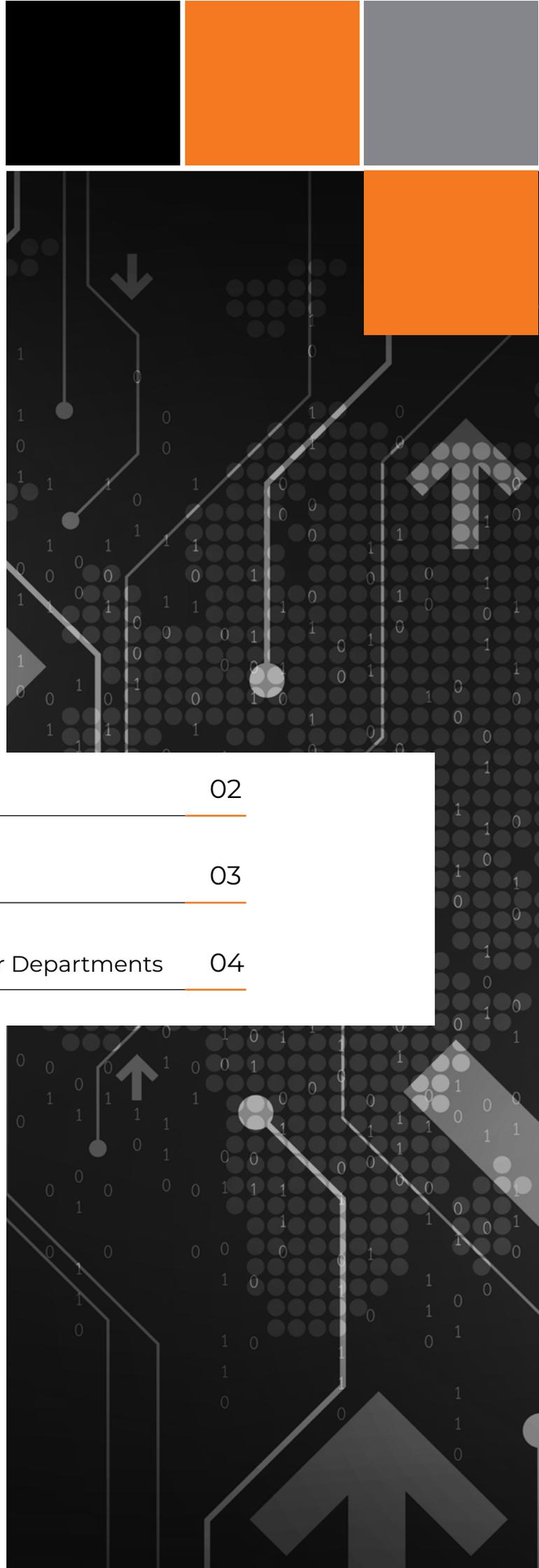


USA | Costa Rica | India



info@feuji.com

# Table of Contents



 What can data and insights do?	02
 How Traditional Data Analytics Work	03
 How Data and Insights Can Help Your Departments	04



# What can Data and Insights Do?

Today's businesses enable growth and operations through digital innovation, automation, and artificial intelligence. According to a [McKinsey](#) report, there has been a tremendous rise in available data because of a drop in the cost of Internet of Things (IoT) nodes. This, along with advances in data science, machine learning, and computing power can generate powerful value-creating insights.

With big data and analytics, the possibilities for creating business value are nearly unlimited. Organizations today recognize the importance of blending human abilities, and insights from data for determining critical success factors, identifying optimization opportunities, and creating a competitive advantage.

According to [Gartner](#), **by 2024, 75% of organizations will have established a centralized center of excellence just for data and analytics to prevent enterprise failure.**

With that in mind, this white paper covers three topics.

Here are three statistics that will help you get started on where this going:

**<20%** have maximized and achieved the potential that advanced analytics can deliver

It can take **upto >18 months** to build a reliable Center of Excellence (COE) that uses advanced analytics for your organization

Top-performing organizations have **>4X** as many analytics experts than other companies

Source: McKinsey on Building an Effective Analytics organization

# How Traditional Data Analytics Work

The problem with traditional data analytics tools is that they're not flexible enough to meet the needs of today's businesses. They are designed to run in silos, making them difficult to integrate, and limiting their usefulness in decision-making processes across departments.

The result? You get information that's out of date by the time it reaches you, or you don't have access to any data at all because it is trapped within inaccessible systems.

It takes an incredible amount of time and effort to collect, analyze, and use data for greater success across every department: Sales & Marketing, Operations, Supply Chains, Customer Service, Accounting & Finance; HR & Recruitment; IT & Security; Legal & Compliance; Product Management & Development; etcetera.



# How You can Transform Your Organization

The benefits of insights drawn from data and put together - are hard to ignore. Data and insights help companies comprehend the current business situation, forecast future market demand, and use that data to create new products or services. Here are some ways data and insights benefit organizations of all sizes:

-  **Empowering CXO decisions:** Data and insights from multiple sources is essential for board room and CXO driven business decision making. Effective data and insights help organizations find new customers, improve customer service, increase customer retention, manage marketing efforts, and predict sales trends whilst improving effectiveness in operations.
-  **Improving business processes:** Data and insights help organizations to make decisions that impact change and reduce change resistance. Since it gives you accurate visibility into business processes and helps identify inefficiencies, it puts your company ahead of the curve. This is the key to growing your business and sharpening your processes.
-  **Maximizing profitability:** Data-driven decisions are more efficient, more effective, and more profitable than decisions based on instinct, guesswork, or gut feelings. Insights drawn from data help you understand where the bottlenecks are, and what can be done to get rid of them. Insights answer various questions regarding what reduces profitability.
-  **Creating better products and services:** Data and insights enable a company to create new products and services that meet market requirements by assessing past trends combined with present trends. This eventually helps in the forecasting future trends.

**Personalizing customer experiences:** Through data and insights, businesses can understand their customers better and what they want. This information can then be used to create more tailored offerings for each individual customer.

**Measuring Marketing Effectiveness:** By effectively analyzing data and drawing insights, organizations can measure how customers respond to your products and services. You can gain insights into your customers' behavior as well as the performance of your marketing campaigns.

**Designing marketing strategies:** Data and insights help organizations identify consumers' expectations in the future. Knowing what consumers wish in advance improves consumer orientation in marketing campaigns. Data is one of the most valuable assets a company can possess, but it is also one of the most underutilized especially in developing marketing strategies. Digital marketing outputs- when it comes to data and insights, must be used, and improved upon to develop relevant products and services that meet what the market needs- both now and in the future.



# How Data and Insights Can Help Your Departments

With the right data and insights, you can make your organizational departments achieve their goals better. Working together, instead of in siloes, departments will be able to seamlessly work together to achieve organizational goals. Here are some examples of how that can happen:

## Smarter Investments:

Organizational departments that understand this principle are reaping the rewards, by using data to identify new opportunities, and make smarter decisions. This is very important to today's organizations, that face mounting pressure to deliver value from insights and make better decisions quickly while balancing risk and investment.

## Smarter Operations:

Departments that depend on data and insights understand how their business models and operations are currently working. They can better identify the misplacement of talent, the wastage of time, the loss of resource, the lack of effectiveness and other metrics that are industry and company specific- leading to better operations.

## Smarter Sales:

From a sales standpoint, data is increasingly seen as a key asset by business leaders, who understand that it can be used to identify new sales opportunities. Data and insights help organizations identify profitable opportunities in real-time and improve decision-making. This allows sales teams to make better-informed choices while targeting potential customers.

## Smarter Competitiveness:

Businesses that leverage on data to understand how their business models are currently working, combined with data drawn from internal operations can improve what they do. They can better identify the misplacement of talent, the wastage of time, the lack of effectiveness and other metrics that are industry and company specific.

**Relevant, recent, and reliable data and insights are more than just tools. They can quickly become the lifeblood of your business. They are the new currency. Combined, data and insights- put together- are among the most valuable assets a company can possess, but it's also one of the most significantly underutilized organizational assets.**

And this is just the beginning. Do read the rest of our whitepapers on this topic. If you need a free consultation, we're happy to help. You can reach out to us at [www.feuji.com/contact/](http://www.feuji.com/contact/)

## CONTACT US

---

 USA | Costa Rica | India

 [info@feuji.com](mailto:info@feuji.com)



**BIG  
DATA**